

Legal Dept
Liggett
TOBACCO

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Joseph H. Greer
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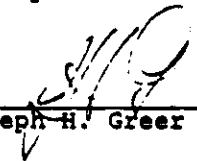
November 23, 1977

Mr. Africk:

Re: Draft of Proposed Letter to the President

Attached are two documents which were handed out at the Committee of Counsel meeting held in New York City on November 21, 1977. The first is entitled "Suggested Industry Response to Bourne Statement" and the second is a draft of a proposed letter to the President in response to Dr. Bourne's address. Needless to say, the second is merely a draft, and it is my understanding that all of the companies, including ours, will have comments.

Will you please review the draft of the proposed letter and, if possible, I would like to see you concerning the same on Monday or Wednesday of next week.



Joseph H. Greer

att.

cc: Mr. Hooker/Legal Files

Suggested Industry Response to Bourne Statement

Dr. Peter Bourne's statement to the American Cancer Society (Ad-Hoc Committee on Tobacco and Smoking Research) indicated a positive posture toward the tobacco industry in at least one corner of the Administration. It's in stark contrast to the negative danger signals flashing from Mr. Califano's corner and many other places in the federal government. The following thoughts expressed by Dr. Bourne suggest that rather than enlarging the adversary relation between government and the tobacco industry, some alignment of attitude may be possible:

"We should try to work more closely with those who would be most threatened. . . Within the tobacco industry itself, there must be some who would help and seek help from us. . . The research of that industry would be of great value to us. . ."

1. It has been proposed that a letter be sent to President Carter acknowledging on behalf of the cigarette manufacturers the "objective approach" with which the President and Bourne appear to view the smoking and health controversy.
2. The letter further would state that the industry would like to talk with Dr. Bourne to see how the tobacco industry might help the Administration. Perhaps it could supply its best information and understanding with respect to the controversy over public smoking--such as measurements on carbon monoxide (CO) and other sidestream particles and constituents. Perhaps it could present some views as expressed by Aviado and others concerning other allegations against smoking.
3. Attached is the letter draft which reflects the discussions after the initial draft was telecopied to each of you.

DRAFT - November 16, 1977

The President
The White House
Washington, D.C. 20500

Dear Mr. President:

Your statements on the focus of anti-smoking efforts and Dr. Peter Bourne's address to a panel of the American Cancer Society on November 10 have prompted this response on behalf of the cigarette manufacturers.

As Dr. Bourne pointed out, smoking has been enjoyed by a large segment of the population for over three hundred years, and public policy should rely primarily on the democracy of the marketplace rather than on propaganda or restrictions on individual freedoms. The pleasure that underlies the custom of smoking and a better understanding of the many constituents in tobacco smoke are both subjects of basic interest to this industry.

The emotionalism pertaining to the question of smoking over the past decade has not been productive in dealing with the scientific issues surrounding the smoking and health controversy. As an industry we welcome the intelligent, objective approach on which your statements have been based and on which Dr. Bourne has elaborated, and we welcome an opportunity to discuss with Dr. Bourne his views on this important subject.

More specifically, Mr. President, we would favor an opportunity to explore the proposals made by Dr. Bourne to engage in planning a responsible industry/government project which would examine various dimensions of smoking.

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In this respect, I would assure you of my personal involvement
in such a project.

Respectfully,

Who Signs?